

20. (Amended) A method for providing a display of advertisements to an exerciser while the exerciser exercises on an exercise apparatus, the method comprising:

contacting a remote computer from the exercise apparatus in response to an input to the exercise apparatus;

receiving at the exercise apparatus advertisements transmitted from the contacted remote computer; and

providing a display of the advertisements received from the contacted remote computer on a display device of the exercise apparatus while the exerciser exercises.

21. (Amended) The method according to claim 20, wherein the exercise apparatus is a stationary bicycle.

22. (Amended) The method according to claim 20, wherein the exercise apparatus is a stair climber.

E Please add the following new claims 25-38:

4 -25. (New) The method according to claim 20, wherein the contacting of a remote computer comprises contacting a remote computer via a wired communication link.

B2 5 -26. (New) The method according to claim 20, wherein the contacting of a remote computer comprises contacting a remote computer via a wireless communication link.

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6 27. (New) The method according to claim 20, wherein the exercise apparatus is a treadmill.

7 28. (New) The method according to claim 20, wherein the exercise apparatus is a weight machine.

8 29. (New) A method for providing a display of advertisements to an exerciser while the exerciser exercises on an exercise apparatus, the method comprising:

contacting a remote computer from the exercise apparatus in response to an input to the exercise apparatus;

receiving at the exercise apparatus advertisements transmitted from the contacted remote computer;

generating exercise data relating to the exerciser's exercise on the exercise apparatus; and providing a display of information on a display device of the exercise apparatus while the exerciser exercises, the display comprising both the exercise data and the advertisements received from the contacted remote computer.

9 30. (New) The method according to claim 29, wherein the exercise data comprises elapsed exercise time.

10 31. (New) The method according to claim 29, wherein the exercise data comprises exercise difficulty level.

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11 32. (New) The method according to claim 29, wherein the exercise data comprises a graphical profile of exercise level versus time.

12 33. (New) The method according to claim 29, wherein the exercise apparatus is a stationary bicycle.

13 34. (New) The method according to claim 29, wherein the exercise apparatus is a stair climber.

14 35. (New) The method according to claim 29, wherein the exercise apparatus is a treadmill.

15 36. (New) The method according to claim 29, wherein the exercise apparatus is a weight machine.

16 37. (New) The method according to claim 29, wherein the contacting of a remote computer comprises contacting a remote computer via a wired communication link.

17 38. (New) The method according to claim 29, wherein the contacting of a remote computer comprises contacting a remote computer via a wireless communication link.--

REMARKS

Reconsideration and allowance of this patent application are respectfully requested.